

Date: 24-Oct-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Raja  
Week of: 10/15 - 10/21  
Contract Number: 337656 - HL 6383869

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
6	8-1030A Sat	:30	\$275	5	1	\$250	\$25
8	9-10A Mon	:30	\$250	5	1	\$225	\$25
24	1135P-1236A Fri	:30	\$500	5	1	\$375	\$125
26	6-7P Sun	:30	\$1,500	5	1	\$500	\$1,000

**TOTAL REBATE (Gross)** \$1,175  
**(Net)** \$998.75



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency SRCP

Write-up Date 10/24/12

Client Pol/Raja

Requested By DTavolletti

Campaign/Title SSN/PA

Resolution Date \_\_\_\_\_

Reason:

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒ \_\_\_\_\_

Reference:

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 337656

Explanation of Adjustments by Requestor: LUC

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 1175.00 Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 998.75 Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

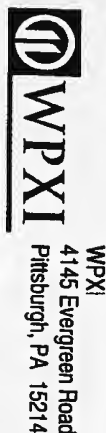
2. Local/National Sales Manager: DTavolletti Approved ☒ Date 10/24

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

# Contract # 337656

Schedule Dates 10/19/12-10/25/12  
Advertiser Pol/D Raja/R/SSN/PA (16250)  
Agency SRCP - Stevens Reed Curcio & Polholm (2056)  
Product Political - State Candidate (1071)  
Brand POL/D RAJA/R/SSN/PA (126272)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 324  
Account Types National/Political  
Billing Type Standard  
Comments RAJA 10/19  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/18/12  
Last Modified 10/19/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06383869  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,795.00  
Net Total \$21,505.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month Spots Rate  
Oct. 2012 27 \$25,300.00  
Grand Total: 27 \$25,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	5:59A- Channel 11 News 6am						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/18/12
2.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	5:59A- Channel 11 News 6am		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/18/12
3.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A- 8A (EST)					1				1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/3	10/18/12
4.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	7A- 8A (EST)		1							1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/4	10/18/12
5.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	8A- 10A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/5	10/18/12
6.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	8A- 10:30A (EST)						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/6	10/18/12
7.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	9A- Today Show 9a					1				1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY 9-10A/7	10/18/12
8.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A- Today Show 9a		1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY 9-10A/8	10/18/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A- Ellen						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/9	10/18/12
10.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	11:59A- Channel 11 News AT Noon						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/10	10/18/12
11.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	11:59A- Channel 11 News AT Noon		1							1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/11	10/18/12
12.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	4P- Judge Judy 4p						1			1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4-430P/12	10/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

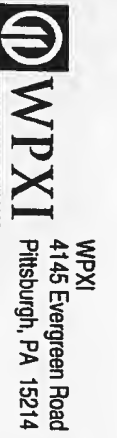
Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

**Contract # 337656**  
Schedule Dates 10/19/12-10/25/12  
Advertiser Pol/D Raja/R/SSN/PA (16250)  
Agency SRCP - Stevens Reed Curcio & Polholm (2056)  
Product Political - State Candidate (1071)  
Brand POL/D Raja/R/SSN/PA (126272)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 324  
Account Types National/Political  
Billing Type Standard  
Comments RAJA 10/19  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/18/12  
Last Modified 10/19/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06383869  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,795.00  
Net Total \$21,505.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month Spots Rate  
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Grand Total: 27 \$25,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	4p- Judge Judy 4p	1								1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4-430P/13	10/18/12
14.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	5p- 5:30P (EST)									1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/14	10/18/12
15.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5p- 5:30P (EST)									1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/15	10/18/12
16.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	5:58p- Channel 11 News At 6pm M-F									1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/16	10/18/12
17.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:58p- Channel 11 News At 6pm M-F									1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/18/12
18.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	6:59p- Jeopardy									1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/18	10/18/12
19.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	6:59p- Jeopardy									1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/19	10/18/12
20.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7:30p- WHEEL OF FORTUNE									1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	WHEEL 730-8P/20	10/18/12
21.0	Normal Line / Prime	10/22/12-10/22/12	4	:30	7:57p- The Voice 8-9p									1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	THE VOICE 8-10P/21	10/18/12
22.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10:59p- CHANNEL 11 NEWS AT 11P									1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/22	10/18/12
23.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	10:59p- CHANNEL 11 NEWS AT 11P									1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/23	10/18/12
24.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	11:34p- TONIGHT SHOW									1	\$500.00	\$500.00	Pittsburgh (WPXI)	TONIGHT/24	10/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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# Contract # 337656

<b>Schedule Dates</b>	10/19/12-10/25/12	<b>Date Entered</b>	10/18/12
<b>Advertiser</b>	Pol/D Raja/R/SSN/PA (16250)	<b>Last Modified</b>	10/19/12
<b>Agency</b>	SRCP - Stevens Reed Curcio & Polholm (2056)	<b>Entered By</b>	Jennifer Stewart
<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	Yes
<b>Brand</b>	POL/D RAJA/R/SSN/PA (126272)	<b>Headline #</b>	06383869
<b>Salesperson</b>	Telerep/Washington DC, Washington DC (1040)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Washington DC	<b>Order Type</b>	Normal
<b>Buyer Name</b>	VONDERHEID,BETSY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	324	<b>Commission</b>	\$3,795.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$21,505.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	RAJA 10/19 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Pittsburgh (WPXI)			
By Broadcast Month	Spots	Rate	
Oct. 2012	27	\$25,300.00	
<b>Grand Total:</b>	<b>27</b>	<b>\$25,300.00</b>	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	11:34P- TONIGHT SHOW	1								1	\$500.00	\$500.00	Pittsburgh (WPXI)	TONIGHT/25	10/18/12
26.0	Normal Line / Sports- Local Pro	10/21/12-10/21/12	5	:30	5:59P- Black & Gold Countdown to Kickoff								1	1	\$1,500.00	500 \$1,500.00	Pittsburgh (WPXI)	BLK&GLD 6-7P/26/ \$ FROM HL6352726	10/19/12
27.0	Normal Line / Prime	10/25/12-10/25/12	5	:30	10P- Rock Center with Brian Williams 10-11P					1				1	\$1,800.00	\$1,800.00	Pittsburgh (WPXI)	ROCK 10-11P/27/ \$ FROM HL 6352726	10/19/12

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